



# MARKETING

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Marketing BUS 221

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Week number 1

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# Marketing Courses

Final Exam	40 %
Midterm Exam	25 %
Assignments	10 %
Quizzes	10 %
Presentation and Projects	10 %
Participation	05 %

# Outline

- What is Marketing?
- Why should we study Marketing??
- Learning outcomes of this subject
- Understanding Products and Services in Marketing
- Marketing Involves
- Marketing Goals
- Marketing Objectives



## What is Marketing?

- The management process responsible for identifying, anticipating and satisfying customer requirements profitably.” ([The Chartered Institute of Marketing 2015](#)).
- Marketing is the activity, set of institution, and processes to create, exchange communicate,, and deliver product and services that have values for clients, customers, society and partners ([Marsall g and Johnsto M 2023](#)).
- Marketing consists of many activities including: identifying customer needs; developing goods and services to satisfy those needs; communicating information about products to potential customers; and logistics and distribution management, which assures that products are delivered to customers as needed ([University of North Texas 2023](#)).

# Why should we study Marketing??

**There are many reasons why should study Marketing, and below are some of the reasons:-**

- Enhance employment opportunities
- Marketing skills are essential in our fast-growing digital world.



Social Media



Search Engine Optimization

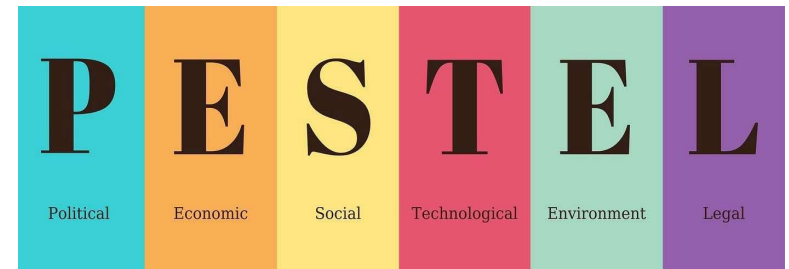
- Studying Marketing helps you understand how to influence people's decisions
- Through Marketing Research, you will learn more about Competitors
- You will learn to understand other perspectives

## Learning outcomes of this subject

- Apply key marketing frameworks, theories, and tools to solve Marketing problems.
- Critically evaluate the key analytical frameworks and tools used in marketing
- Utilize information of an organization's internal and external marketing environment to critically identify and priorities appropriate marketing strategies.



**SWOT:** A tool to find a company's Strengths, Weaknesses, Opportunities, and Threats to make better business decisions



**PESTEL:** A tool to study external factors — Political, Economic, Social, Technological, Environmental, and Legal — that can affect a business.

# Understanding Products and Services in Marketing

*Each business or firm is offering some kind of products or services to their customers, but what exactly are products and services?*

- **Firm, Company, Business** is an organization which sells or produces product or provides a service which customers pay for
- **Customer** is an individual or company that purchases goods or services
- **Product** is anything that can be offered in a market for attention, acquisition, use, or consumption that might satisfy a need or want (Kolter, P and Armstrong, G 2017)

# Understanding Products and Services in Marketing

Products are like :





# Understanding Products and Services in Marketing

**Service** is a product that consists of activities, benefits or satisfaction that is essentially intangible and does not result in the ownership of anything (Kolter, P and Armstrong, G 2018).



**Medical Care**



**Educational Services**

# Marketing Involves

- Understanding Customer needs.
- Translating those needs into products and services.
- Packing and pricing products and services
- Convince customers to buy those products and services.



## Marketing Goals

- According to Kolter, P and Armstrong, G 2017, “organizational goals depends on determining and knowing the needs and wants of target markets and delivering the desired satisfactions better than competitors do”.

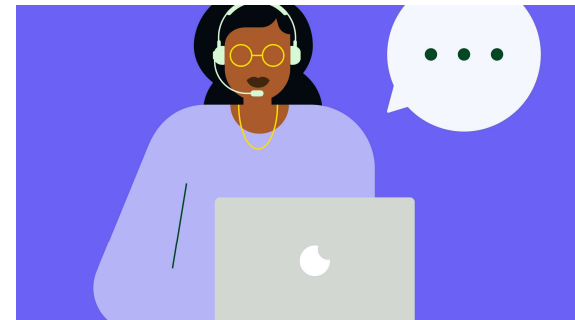


# Marketing Goals

## Goals are like

- **Increase revenue**

- Offer them promotions, ads, and discounts
- Connect with your leads like calls, email, chats, social media, etc.



# Marketing Goals

## Goals are like

- **Increase brand awareness**

- Posting regularly
- Updating all online pages with the latest information

- **Increase customer value**

- Provide quality customer service
- Give them privilege access to new products or services



# Marketing Objectives

Marketing objectives are a set of clearly defined, measurable goals established as part of a marketing plan.

Marketing objectives often follow the SMART methodology:



## Marketing Objectives

- For example, a company might want to **increase sales**, **get more customers**, or **build brand awareness** these are all marketing objectives.
- They should be **SMART**, which means:
  - **S – Specific:** Clear and focused.
  - **M – Measurable:** You can track the results.
  - **A – Achievable:** Realistic to reach.
  - **R – Relevant:** Connected to the company's goals.
  - **T – Time-bound:** Has a deadline.

## Marketing Objectives

Imagine a company that makes and sells **bottled water**. 💧

Their **marketing objectives** could be:

**Specific:** Increase sales of bottled water in Erbil city.

**Measurable:** Sell **20% more bottles** in the next 6 months.

**Achievable:** They know it's possible because they will add new shops.

**Relevant:** More sales help the company grow and make profit.

**Time-bound:** They plan to reach this goal **by the end of 6 months**.

this company's **SMART marketing objective** is:  
“Increase bottled water sales by 20% in Erbil within 6 months.”

Imagine a small bakery selling **cookies**.

Their **marketing objective** could be:

“**Sell 100 more boxes of cookies in one month.**”

**Specific:** They want to sell more cookies.

**Measurable:** 100 boxes.

**Achievable:** They can do it by advertising on social media.

**Relevant:** More sales mean more profit.

**Time-bound:** Within one month.



## Assignments for next week

Ask the following questions ( Search and learn )

- 1- Role of Marketing in Aviation?
- 2- How would you market a new drone, airline route, or airport service?
- 3- What makes a passenger choose one airline over another?
- 4- Each student should choose a business and apply the **SMART** methodology to one of its products.

***NOTE: Please do not use AI***

## References

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